

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Greer Margolis Mitchell Burns, Inc (GMMB)**  
**3050 K St NW**  
**Washington, DC 20007**

<u>Contract / Revision</u> 493895 /		<u>Alt Order #</u> 06318806
<u>Product</u> OBAMA SKED A ADD		
<u>Contract Dates</u> 09/18/12 - 09/24/12		<u>Estimate #</u> 1798
<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 09/18/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/18/12	09/24/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				2	\$195.00			
N 2	KVVU	09/18/12	09/24/12	The Simpsons	M-F 11:35p-12:05a		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				4	\$350.00			
N 3	KVVU	09/18/12	09/24/12	Better	M-F 11a-12p		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				2	\$195.00			
N 4	KVVU	09/18/12	09/24/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				2	\$195.00			
N 5	KVVU	09/18/12	09/24/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				2	\$450.00			
N 6	KVVU	09/18/12	09/24/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				2	\$725.00			
N 7	KVVU	09/22/12	09/22/12	NCAA Football Late Game	NCAA Football Lat		:30			NM	1	\$2,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$2,350.00			
N 8	KVVU	09/22/12	09/22/12	Clone Wars	Sa 2-3p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$85.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/17/12-09/23/12	Clone Wars	Sa 2-3p	-----Sa--	:30		\$85.00	NM		
	See MG 9.2											
N 9	KVVU	09/22/12	09/22/12	The Closer	Sa 3-4p		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$85.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

Contract / Revision	Alt Order #
493895 /	06318806

Contract Dates	Product	Estimate #
09/18/12 - 09/24/12	OBAMA SKED A ADD	1798

Advertiser	Original Date / Revision
Obama For America	09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/17/12-09/23/12	The Closer	Sa 3-4p	-----Sa--	:30		<del>\$85.00</del>	NM		
	See MG 9.2											
	2	KVVU	09/22/12-09/22/12	Fringe	Sat 11p-12a	-----Sa--	:30		\$170.00	NM		
	Ⓜ MG for 8.1,9.1											
N 10	KVVU	09/23/12	09/23/12	The Closer	Sun 1-2am		:30			NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$85.00			
N 11	KVVU	09/23/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$1,250.00			
N 12	KVVU	09/23/12	09/23/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$785.00			
N 13	KVVU	09/23/12	09/23/12	Criminal Minds	Sun 11p-12am		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$225.00			
N 14	KVVU	09/20/12	09/20/12	The X Factor	The X Factor		:30			NM	1	\$5,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$5,150.00			
N 15	KVVU	09/20/12	09/21/12	Extra	M-F 1:05-1:35am		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$100.00			
Totals											22	\$15,035.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/24/12	22	\$15,035.00	\$12,779.75
<b>Totals</b>	<b>22</b>	<b>\$15,035.00</b>	<b>\$12,779.75</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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ADV # \_\_\_\_\_ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
 AGY # 1051 AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME MAURA GILROY  
 3050 K ST NW, SALES PRSN PH- TERESA DIFURIA  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 6318806 CLASS: NATL. LOCAL REGIONAL  
 PRDCT OBAMA SKED A ADD EST#1798 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP18/12 12.56

REP: TO ROSE  
 FROM TERESA  
 ADDED \$100 TO ORDER. NOTE THAT THESE ARE REINVESTMENT \$\$ FROM PE ON HDLN  
 6266482  
 REV TTL 15035  
 PLEASE CONFIRM

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007

OBAMA FOR AMERICA SKED A ADD

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	/WK	INVT	:	: SPTS

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1798  
 AGENCY PRODUCT CODE = 101

17	A		105A-135A	30		\$100.00	9/20	9/21	1		TH-F	1
PROGRAM : EXTRA ORD COM1: NOTE THESE ARE PE'ED \$\$ FROM 6266482												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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SEP/12 15035.00

CONTRACT TOTAL 15035.00  
TOTAL SPOTS 22

MARKET TOTALS \$74,675 KVVU 20% KSNV 26% KLAS 16% KTNV 25% KVMY 8% KVCW 4% CABL 0%  
KTUD 1%

SAHRES EST.

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE